File Copy
9/17/56

16th YEAR · A WEEKLY PUBLICATION

1956 fashion calendar

8 EAST 77th STREET
NEW YORK 21, N. Y.
TRAFALGAR 9-2343

january

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

february

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29			

march

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

april

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

may

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

june

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

july

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

august

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

september

WEEK OF

S	M	T	W	T	F	S
2	[illegible]	4	5	6	7	1/8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

october

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

november

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

december

S	M	T	W	T	F	S
2	3	4	5	6	7	1/8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

january – 1957

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

february – 1957

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28		

march – 1957

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24/31	25	26	27	28	29	30

RUTH FINLEY, EDITOR
FRANCES HUGHES, ASSOCIATE EDITOR

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
	WEEK ENDING FRIDAY, SEPTEMBER 14, 1956		
Friday Sept. 14 11:00 A.M.	PRESS PREVIEW: FALL CUSTOM-ORDER COLLECTION	MAINBOCHER	6 EAST 57TH STREET SALON
	By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.		
Friday Sept. 14 12:15 P.M. Luncheon	PRESS PREVIEW: FALL CUSTOM MILLINERY	SAKS FIFTH AVENUE	ST. REGIS HOTEL PRIVATE SUITE - 2ND FL.
	Press preview of custom-order millinery, designed by Tatiana du Plessix. By invitation. Publicity: Grace de Mun, PL. 3-4000, Ext. 7064.		
Sept. 15	YOM KIPPUR--Jewish Day of Atonement (Saturday).		
Sunday Sept. 16 1:00 P.M. Brunch	CHAMPAGNE & ROSES-- WEEKLY FASHION SHOW	SEYMOUR JACOBSON (530 SEVENTH AVENUE)	HAMPSHIRE HOUSE FOUNTAIN ROOM
	Daytime and cocktail fashion show by Seymour Jacobson each Sunday. Price: $3.50; contact: Gilbert, CI. 6-7700. Publ: Peggy Cantor, WI. 7-1228.		
	WEEK BEGINNING MONDAY, SEPTEMBER 17, 1956		
Monday Sept. 17- Oct. 15 9:00 A.M.- 5:00 P.M.	"JEWEL-CASE FASHIONS"-- PREVIEW FOR BUYERS	CELANESE CORPORATION OF AMERICA	180 MADISON AVENUE SHOWROOM
	Holiday fashions featuring fabrics of Celanese acetate in dresses, separates, at-home fashions, dress-up clothes for the younger set; and by-the-yard. Contact: Jack Cannon or Elizabeth Stout, MU. 9-6000.		
Monday Sept. 17 10:00 A.M. Breakfast	SELECTION OF "MISS SWEATER GIRL"	THE WOOL BUREAU; NAT'L KNITTED OUTERWEAR	WALDORF-ASTORIA PALM ROOM
	Selection of "Miss Sweater Girl, 1956 and 1976" and "Mr. Sweater Guy" in celebration of annual National Sweater Week, Sept. 17-23. By invitation. Publicity: Betty Tanner, The Wool Bureau, 16 W. 46th St., PL. 7-5092; or Charles Reichman, Nat'l Knitted Outerwear, 386 Fourth Ave., MU. 3-7520.		
Beginning Monday Sept. 17 10:00 A.M.- 3:00 P.M.	DAYTIME & COCKTAIL FASHIONS FROM HAITI	CARIBBEAN ORIGINALS	HOTEL PLAZA
	Press preview, Sept. 19, of hand-embroidered day and cocktail dresses, designed by Adele Sassine of Port-au-Prince, Haiti. Showings Sept. 17 - Sept. 22. Contact: Eunice Strauss, at Hotel Plaza, PL. 9-3000.		
Monday Sept. 17 10:30 A.M.	PRESS PREVIEW: HATS BY MARTIN BELASCO	JAY THORPE	24 WEST 57TH STREET MAIN FLOOR
	By invitation only. Publicity: Gloria Lynch, JU. 6-1000.		
Monday Sept. 17 10:30 A.M.	OPENING OF RESORT AND HOLIDAY COLLECTION	PHILIP HULITAR	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
	Daily at 10:30 and 4:00. By appointment. Contact: BR. 9-7880.		

COPYRIGHT, 1956, BY FASHION CALENDAR.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Sept. 17 10:30 A.M.	SHOWING OF RESORT DRESS COLLECTION	ELOISE CURTIS	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Junior dresses for Resort and Holiday at 10:30 daily. Contact: PE. 6-4885.		
Monday Sept. 17 11:00 A.M.	HOLIDAY AND RESORT-- PRESS PREVIEW	MISS CANE, INC.; CHARLES GLUECK	1400 BROADWAY SHOWROOM - 14TH FLOOR
	Press show, followed by lunch. By invitation. Trade--Charles Glueck, Sept. 17, at 4:00; Miss Cane, Sept. 18 at 4:00; continuous thereafter. Contact: TE. 8-1522.		
Monday Sept. 17 11:30 A.M.	PREVIEW OF HOLIDAY & CRUISE COLLECTION	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	Also Sept. 18 and 19, at 11:30. Publicity: Betty Yarmon, LO. 4-9194.		
Monday Sept. 17 12:15 P.M.; 6:00 P.M.	FALL FASHIONS BY GLORIA SWANSON	SAKS-34TH	FOURTH FLOOR
	Showing of international styles and fabrics in Gloria Swanson dresses. Press invited. Open to public. Publicity: Arthur M. See, LA. 4-7000.		
Monday Sept. 17 4:00 P.M.	PRESS PREVIEW OF RESORT COLLECTION	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
	Hannah Troy will preview her Resort and Travel collection for the press. By invitation. Daily thereafter at 1:00 P.M. Contact: LO. 3-0988. Publicity: Gladys Steiner at Lester Harrison, PL. 1-2820.		
Monday Sept. 17 4:00 P.M. Tea	PRESS PREVIEW OF LINGERIE COLLECTION	VANITY FAIR LINGERIE	640 FIFTH AVENUE SHOWROOM - 6TH FLOOR
	Vanity Fair will preview their Winter and Holiday lingerie collection. By invitation only. Contact: Dorothy Tivis, MU. 8-4805.		
Monday Sept. 17 4:00 P.M. Cocktails	PRESS PREVIEW OF NEW SILVERWARE	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
	Macy's will preview patterns by 10 leading silversmiths; introduction of new holloware and flatware. By invitation. Publ.: Nancy Rosenfield, OX.5-4400.		
Monday Sept. 17 5:30 P.M.	FORMAL OPENING: NEW MILLINERY COLLECTION	TOBY COPPOCK, INC.	23 EAST 67TH STREET SALON
	By invitation. Publ.: Vera Bacal-Fredy Schey, PL. 3-8421.		
Tuesday Sept. 18 9:00 A.M. Breakfast; 4:30 P.M.- 7:00 P.M. Cocktails	INTERNATIONAL FASHION SHOW & FABRIC EXHIBIT	LUREX DIVISION, THE DOBECKMUN COMPANY	HOTEL AMBASSADOR BALLROOM - TRIANON
	The Dobeckmun Company of Cleveland will celebrate the 10th anniversary of Lurex, non-tarnishing metallic yarn, with an international showing of couture fashions and decorator fabrics. Showings for fashion and home furnishings press and publicists--9:30 A.M.; for retail representatives and special guests--5:00 P.M.; for retailers and manufacturers--Wednesday, Sept. 19 at same hours. By invitation only. Contacts: fashion information: Julia Morse, Marion Christopher; home furnishings: Ellen Grotto at Anderson & Cairns, MU. 8-5800. Publ.: Lynn Given at Dobeckmun, OX. 5-5380.		
Tuesday Sept. 18 10:00 A.M.- 5:30 P.M.	BLOUSE FASHION CLINIC-- PARIS COUTURE ORIGINALS	NATIONAL ASSOCIATION OF BLOUSE MFRS.	SAVOY PLAZA HOTEL LE CHATEAU - 11TH FL.
	Clinic will feature preview of about 40 blouses from current Paris Couture collections. Half-hour showings on the hour, starting at 10:00 A.M. By invitation only. Publ.: Ruth Hammer Assoc., 2 West 59th St., EL. 5-7872.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Sept. 18 10:30 A.M.	PRESS PREVIEW OF RESORT COLLECTION	CHRISTIAN DIOR-N.Y.	730 FIFTH AVENUE SHOWROOM - 7TH FLOOR
	By invitation only. Trade showings Sept. 18, 20, 24 and 26 at 2:30 P.M. Contact: PL. 7-2024.		
Tuesday Sept. 18 10:30 A.M.	RESORT AND EARLY SPRING COLLECTION	MOLLIE PARNIS (PARNIS-LIVINGSTON)	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
	Daily at 10:30 A.M. By appointment. Contact: BR. 9-5012.		
Tuesday Sept. 18 10:30 A.M.	HOLIDAY COLLECTION BY ELGEE BOVE	ELFREDA-VISIONI CORP.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
	Elfreda-Visioni will present their Holiday and Resort collection, designed by Elgee Bove. By appointment. Contact: CH. 4-2659.		
Tuesday Sept. 18 11:30 A.M.	PRESS PREVIEW OF FALL READY-TO-WEAR	BERGDORF GOODMAN	4TH FLOOR
	Bergdorf Goodman will preview their Fall ready-to-wear originals. By invitation only. Publicity: Florence Neff, PL. 3-7300.		
Tuesday Sept. 18 11:30 A.M.	HOLIDAY & RESORT-- BY MADELEINE FAUTH	CLOTHES FOR YOU, INC.	1400 BROADWAY SHOWROOM - 16TH FLOOR
	Daily at 11:30 A.M. Contact: Isabelle Crawford, BR. 9-7700.		
Tuesday Sept. 18 12:00 Noon	OPENING: HOLIDAY AND RESORT COLLECTIONS	SEYMOUR JACOBSON	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
	Showings thereafter at 12:00 Noon daily. Contact: CH. 4-3488.		
Tuesday Sept. 18 12:30 P.M. Luncheon	FALL COATS & SUITS AT LUNCHEON SHOW	HARRY FRECHTEL	WALDORF-ASTORIA STARLIGHT ROOF
	Fashions available at Lord & Taylor. Public by reservation; contact: EL. 5-3000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.		
Tuesday Sept. 18 1:00 P.M.	OPENING: CRUISE AND RESORT COLLECTION	RICHARD COLE, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
	Showings of Cruise and Resort collection designed by Alan Phillips; and "Minuettes," cocktail dresses designed by Miss Mercedes. Daily at 1:00. Publicity: Lee Klein at Ken Williams, 124 W. 55th St., JU. 6-8217.		
Tuesday Sept. 18 1:15 P.M.	OPENING OF RESORT COLLECTION	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Daily at 1:15 P.M. Contact: Dorothy Lambert, LO. 5-6453. Publicity: Barbara Yarosh at Alfred Davidson Associates, 15 East 55th St., PL. 5-0868.		
Tuesday Sept. 18 2:30 P.M.	OPENING: HOLIDAY AND RESORT COLLECTION	DAVID LEVINE CO.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	By invitation. Daily thereafter at 2:30 P.M. Contact: LA. 4-0237.		
Tuesday Sept. 18 3:00 P.M.	PRESS PREVIEW: FALL CUSTOM-ORDER ORIGINALS	OLDRIC ROYCE	16 EAST 52ND STREET SALON
	By invitation only. Publicity: Mona James, 23 East 39th St., MU. 5-4834.		
Tuesday Sept. 18 3:00 P.M.	PREVIEW: HOLIDAY & CRUISE COLLECTION	JACK HORWITZ ASSOC.	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	By invitation only. Daily showings from Wed., Sept. 19 at 11:00 A.M. Contact: Lois Silverman, LO. 4-1860.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Sept. 18- Sept. 20 3:45 P.M.	OPENING OF RESORT DRESS COLLECTION	SAM FRIEDLANDER, INC.	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
	Sam Friedlander's Resort and Holiday collection of cocktail and evening dresses at 3:45 P.M., Sept. 18, 19, 20. Contact: PE. 6-2663.		
Tuesday Sept. 18 4:00 P.M.- 7:00 P.M. Cocktails	PREVIEW OF RESORT & SUMMER SWIMSUITS	JORDAN MFG. CO. (SEA NYMPH)	ST. REGIS HOTEL ROOF
	Jordan will preview the Sea Nymph Resort and Summer collection, designed by Grace Arcuri; also, introducing Mabs of California, couturier swimsuits. Showing at 4:30 P.M. By invitation. Publ.: Helen Rothman, WI. 7-6700.		
Tuesday Sept. 18 4:00 P.M.	PRESS PREVIEW: NEW FURNITURE DESIGN	VARAZINI	675 FIFTH AVE. (53 ST.) SHOWROOM - 5TH FLOOR
	Preview of new concept in furniture design. By invitation only. Contact: Robert McLaren at Max Rogel, Inc., PL. 1-2855.		
Tuesday Sept. 18 6:30 P.M.- 8:00 P.M.	HOME FASHIONS EDUCATIONAL SERIES	NAT'L HOME FASHIONS LEAGUE (141 E. 44 ST.)	JOHN WIDDICOMB CO. ONE PARK AVENUE
	Speakers: Betty Pepis, N.Y. Times; Patricia Harvey, interior designer and decorator; Mildred Jay, Macy's. Price: $10.00 (series); $2.00 (single meeting). Contact: MU. 7-8122.		
Beginning Tuesday Sept. 18	SUIT COLLECTION DESIGNED BY STEFAN	BRIARBROOK	512 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Showing of collection designed especially for October and November. Contact: Isabelle Crawford, BR. 9-7700.		
Wednesday Sept. 19 9:00 A.M. Breakfast	RESORT COLLECTION OF COTTON KNITWEAR	AILEEN KNITWEAR, INC. (1407 BROADWAY)	1407 CLUB 1407 BROADWAY
	Preview of Midseason and Resort cotton-knit play and sports clothes. Showing at 9:30 A.M. Publicity: Donna Cannon, 505 Fifth Ave., MU. 7-5447.		
Wednesday Sept. 19 10:00 A.M.	OPENING OF RESORT COLLECTION	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	Showings at 10:00 daily except Mondays and Fridays. By invitation only. Contact: Nancy Hambly, LA. 4-7626.		
Wednesday Sept. 19 10:30 A.M.	PREMIERE PRESENTATION: HOLIDAY AND RESORT	THE DATE LINE	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
	Murray Hamburger will present the Holiday and Resort Collection, designed by Ric McClintock. Daily showings thereafter at 10:30 and 2:30. Contact: Lew Lessick, BR. 9-2680. Publicity: Vera Bacal-Fredy Schey, PL. 3-8421.		
Wednesday Sept. 19 12:00 Noon Luncheon	SHOWING OF FALL FASHIONS AT LUNCHEON	HATTIE CARNEGIE BLUE ROOM	WALDORF-ASTORIA EMPIRE ROOM
	Luncheon presentation of Fall fashions from the Hattie Carnegie Blue Room. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Hattie Carnegie Publicity: Sidney Winters, PL. 5-2600. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.		
Wednesday Sept. 19 12:00 Noon Luncheon	"CONSUMERS AND THEIR BUYING HABITS"	NAT'L HOME FASHIONS LEAGUE (141 E. 44 ST.)	HOTEL ROOSEVELT BALLROOM
	Discussion by a panel of experts. Moderator: Freda Diamond, designer and home furnishings consultant. Prices: $5.50, members; $6.50, non-members. Contact: Josephine Brush, MU. 7-8122.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Sept. 19 12:00 Noon Luncheon	PREVIEW OF RESORT-INTO-SPRING DRESSES	KAY WINDSOR SALES CORP. (1400 BROADWAY)	HOTEL PIERRE GRAND BALLROOM
	Showing at 12:45 P.M. By invitation only, for press and buyers. Contact: Mr. Moni Avidon, MU. 3-6955.		
Wednesday Sept. 19 12:30 P.M. Luncheon	FALL FASHIONS BY MADELEINE FAUTH	"CLOTHES FOR YOU", INC. (1400 BROADWAY)	HOTEL PLAZA PERSIAN ROOM
	Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Madeleine Fauth Publicity: Isabelle Crawford, BR. 9-7700. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Wednesday Sept. 19 12:30 P.M.	PRESS PREVIEW OF RESORT COLLECTION	BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
	By invitation only. Daily trade showings beginning Tues., Sept. 18 at 2:30 P.M. Contact: PE. 6-6983. Publicity: Eleanor Lambert, MU. 8-2130.		
Wednesday Sept. 19 1:15 P.M.	OPENING OF HOLIDAY & CRUISE COLLECTION	FRANK STARR, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	Daily showing at 1:15 P.M. Contact: LA. 4-7690.		
Wednesday Sept. 19 2:30 P.M.	RESORT FASHIONS BY CEIL CHAPMAN	SAMUEL CHAPMAN, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
	Daily at 2:30 P.M. By invitation. Publicity: Alto Schifrine, LA. 4-5800.		
Wednesday Sept. 19 2:30 P.M.	OPENING: RESORT & TRAVEL COLLECTION	PAUL PARNES CORP.	498 SEVENTH AVENUE SHOWROOM
	Daily by appointment. Publicity: Nona James, MU. 5-4834.		
Thursday Sept. 20 9:00 A.M. Breakfast	PREVIEW OF RESORT & SPRING COLLECTION	MASKET BROS.	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Masket Bros. will preview their sportswear by Pembroke Squires; and separates by Frank Smith. By invitation. Trade, beginning Mon., Sept. 24 at 9:30 A.M. Contact: Bernard Masket, BR. 9-7160.		
Thursday Sept. 20 9:30 A.M. Coffee	PRESS PREVIEW OF IMPORTS AND COPIES	OHRBACH'S	4TH FLOOR BRIDAL SHOP
	Ohrbach's will preview their Paris and Italian couture coats, suits and dresses -- originals and adaptations. By invitation only. Publicity: Mark Klauser, OX. 5-4000.		
Thursday Sept. 20 10:30 A.M.	PRESS PREVIEW: COUTURE AND BOUTIQUE COLLECTIONS	JANE DERBY, INC.	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	For press only, by invitation. Trade showings Sept. 21, 24, 25, 26, 27 and 28 at 10:30 A.M. Contact: Estelle Marr, LA. 4-9350.		
Thursday Sept. 20 10:30 A.M.	PREVIEW: HOLIDAY AND RESORT FASHIONS	MARTINI DESIGNED; MISS MARTINI	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	Preview for press and buyers. Martini daily at 10:30; Miss Martini at 11:30. Publicity: Mildred Kaldor, TE. 8-1520.		
Thursday Sept. 20 11:00 A.M.	PRESS PREVIEW: RESORT & EARLY SPRING COLLECTION	SIR JAMES, INC.	1407 BROADWAY SHOWROOM - 34TH FLOOR
	European-influenced collection of dresses and separates in imported fabrics. Trade, Mon., Sept. 24 at 2:00 P.M. daily. Publ: Gloria Gelfand, PE. 6-8263.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Sept. 20 12:00 Noon Buffet	PREVIEW: HOLIDAY AND RESORT COLLECTIONS	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	Sylvia Kaplan will present dresses, suits, ensembles. Showing at 1:15 P.M. By invitation only. Daily thereafter at 1:15 and 4:00. Contact: Genevieve Cawley, LO. 5-4115. Publicity: Rose Hilton, 475 Fifth Ave., MU. 5-5133.		
Thursday Sept. 20 12:00 Noon Luncheon	SEVENTH ANNUAL LUNCHEON	THE FRAGRANCE FOUNDATION	SAVOY-PLAZA HOTEL GOLD ROOM
	Luncheon for members and their guests. (Members' meeting at 10:00 A.M.). Price: $10.00; contact: Fragrance Foundation, 1 E. 53 St., EL. 5-3168.		
Thursday Sept. 20 1:00 P.M. Luncheon	CUSTOM-ORDER COLLECTION AT LUNCHEON SHOWING	MARTIER-RAYMOND (36 CENTRAL PARK SO.)	SHERRY-NETHERLAND LE PERIGORD RESTAURANT
	"The Elements of Elegance." Press by invitation. Public by reservation. Contact: Banquet Dept., EL. 5-2800. Publ.: Lillian Libman, TE. 8-7275.		
Thursday Sept. 20 4:30 P.M. Cocktails	PREVIEW OF SWIMSUIT COLLECTION	CATALINA, INC. (425 FIFTH AVENUE)	HOTEL AMBASSADOR BALLROOM
	Preview of 1957 Cruise and Summer swimsuits and playclothes. Showing at 5:00 P.M. By invitation only. Publicity: Virginia Dickson, MU. 3-7020.		
Friday Sept. 21 9:00 A.M. And 12:00 Noon	FALL IMPORT FASHIONS AT TWO SHOWINGS	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA GRAND BALLROOM
	Imports at breakfast (9:00 A.M.) and luncheon (12:00 Noon). Speaker and commentator: Carmel Snow, Editor-in-Chief of "Harper's Bazaar." Prices: Breakfast--$5.50 (members), $8.00 (guests); Luncheon--$7.50 (members), $10.00 (guests). Contact: CI. 7-3940. Publ.: Ruth Hammer, EL. 5-7872.		
Friday Sept. 21 2:30 P.M.	RESORT COLLECTION BY PAULINE TRIGERE	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	Showing at 2:30 P.M. Sept. 21, 26, 27; and Sept. 28 at 10:30 A.M. By appointment only. Contact: Cecille Gordon, LO. 3-1600.		
Monday Sept. 24 12:30 P.M. Luncheon	BEAUTY AND FASHION LUNCHEON SHOW	LILLY DACHE (GENERAL BEAUTY PROD.)	WALDORF-ASTORIA EMPIRE ROOM
	"The Impressionist Look in Beauty and Fashion"--Lilly Dache's hats, clothes, coiffures, accessories, makeup. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Dache Publicity: Eleanor Lambert, MU. 8-2130. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.		
Monday Sept. 24 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW	ANN COX, INC. (23 WEST 57TH ST.)	HOTEL PLAZA PERSIAN ROOM
	Public by reservation; contact: PL. 9-3000, Ext. 176. Ann Cox contact: Harry Collins, PL. 3-1437. Plaza Fashion Dir.: Mary Alice Rice, CI. 6-1790.		
Monday Sept. 24 4:00 P.M. Cocktails	PRESS PREVIEW OF IMPORTED HOUSEWARES	MACY'S	13TH FLOOR EXECUTIVE DINING ROOM
	New collection of international cooking and kitchen equipment. By invitation. Publicity: Nancy Rosenfield, OX. 5-4400.		
Monday Sept. 24- Sept. 28	NEW IMPORTED AND DOMESTIC FABRICS	A.P. SILK CO., INC.	1412 BROADWAY SHOWROOM - 15TH FLOOR
	Spring and Summer silks. By invitation. Contact: Countess Denise Dolfin, LO. 4-3335. Publicity: Ken Williams, JU. 6-8217.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday Sept. 24	OPENING OF RESORT DRESS COLLECTION	ROBERT-MARTIN	530 SEVENTH AVENUE SHOWROOM - 29TH FLOOR
	Cocktail and evening dresses designed by Robert-Martin at continuous daily showings. Contact: Miss Lee Klein at Ken Williams, JU. 6-8217.		
Monday Sept. 24 6:30 P.M.- 8:30 P.M.	"BACKGROUND IN FASHION"-- TRAINING COURSE	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	COMMUNITY BUILDING 40 EAST 35TH STREET
	Speakers: Helen Faith Keane, N.Y.U. School of Retailing; Lorein Eyerly, Ohrbach's; Judy Eichelbaum, Fuller Fabrics; Paul Honig, Anglo Fabrics. Prices: $16.00 for course; $2.00 each session. Contact: CI. 7-3940.		
Tuesday Sept. 25 11:30 A.M.	PRESS PREVIEW OF GIFTS AND ANTIQUES	BERGDORF GOODMAN	4TH FLOOR
	By invitation only. Publicity: Florence Neff, PL. 3-7300.		
Tuesday Sept. 25 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW	TRIGERE, INC.	HOTEL AMBASSADOR BALLROOM
	Presentation of Pauline Trigere's Fall fashions, available at Lord & Taylor. Press by invitation. Public by reservation; contact: Banquet Department, PL. 5-1000. Produced by Mary Alice Rice, CI. 6-1790.		
Tuesday Sept. 25 1:00 P.M.	RESORT COLLECTION DESIGNED BY JOHN MOORE	TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
	Daily showings Tues., Wed., Thurs. at 1:00 for 2 weeks. (Note Change of Date.) Contact: BR. 9-1195.		
Tuesday Sept. 25 2:30 P.M.	OPENING: CRUISE AND BEACHWEAR COLLECTION	CABANA	1410 BROADWAY SHOWROOM
	Daily at 2:30 P.M. Publicity: Vera Bacal-Fredy Schey, PL. 3-8421.		
Tuesday Sept. 25 4:00 P.M.	SHIRTS & SEPARATES FOR RESORT & CRUISE	HAYMAKER	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	Preview by invitation. Continuous thereafter. Publ.: Terry Mayer, BR.9-6560.		
Tuesday Sept. 25 4:30 P.M. Cocktails	BUYERS' SHOWING: HOLIDAY MILLINERY FASHIONS	MILLINERY STABLIZATION COMMISSION	HOTEL SHERATON-ASTOR GRAND BALLROOM
	Showing for buyers of Holiday hats for November and December selling. By invitation only. Contact: 1450 Broadway, LO. 4-7800.		
Wednesday Sept. 26 8:30 A.M. Breakfast	TEEN-AGE PROMOTION PREVIEW	DUPONT & SEVENTEEN MAGAZINE	SHERATON-ASTOR HOTEL NORTH BALLROOM
	Presentation of a forthcoming DuPont Spring promotion directed at the teen-age market. For buying office representatives. By invitation only. Contact: Lorraine Tejirian, at "Seventeen," PL. 9-8100.		
Wednesday Sept. 26 12:30 P.M. Luncheon	SHOWING OF FALL READY-TO-WEAR FASHIONS	BLOOMINGDALE'S	HOTEL PLAZA PERSIAN ROOM
	Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Bloomingdale Publicity: Margaret deMille, EL. 5-6400. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Wednesday Sept. 26 12:30 P.M. Luncheon	131ST ANNIVERSARY FASHION SHOW	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM
	Press by invitation. Public by reservation; contact: Headwaiter, EL.5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Sept. 26 4:00 P.M. Cocktails	PRESS PREVIEW OF SWIMSUIT COLLECTION	CALTEX OF CALIFORNIA; FLEXEES, INC.	417 FIFTH AVENUE SHOWROOM - 6TH FLOOR
	Caltex of California and Flexees will preview their Resort swimsuits. Showing at 4:30 P.M. By invitation. Contact: Jim Kahn, MU. 9-2100.		
Thursday Sept. 27 10:30 A.M.	INFANTS' WEAR COLLECTION BY CHARLES JAMES	ALEXIS, INC. (ATLANTA, GA.)	CHARLES JAMES SALON 12 EAST 57TH STREET
	Preview of first infants' wear collection by Charles James. By invitation only. Contact: Muriel Francis, 116 E. 65th St., LE. 5-3200.		
Thursday Sept. 27 12:30 P.M. Luncheon	FALL FASHIONS BY RUDOLF GOWNS	MILGRIM	HOTEL PLAZA TERRACE ROOM
	Milgrim will present Fall fashions by Rudolf. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Milgrim Publicity: Gladys Steiner, PL. 1-2820. Plaza Fashion Director: Mary Alice Rice, CI.6-1790.		
Thursday Sept. 27 2:30 P.M.	RESORT & SPRING DRESSES & SUITS	DAVID CRYSTAL	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	Showing of dresses, September 27 at 2:30 (thereafter at 10:30); suits, Sept. 28 at 2:30 (thereafter at 10:00). By invitation only. Publicity: Terry Mayer, BR. 9-6560.		
Thursday Sept. 27 3:30 P.M. Cocktails	PREVIEW OF RESORT & SUMMER SWIMSUITS	ROXANNE SWIMSUITS (1407 BROADWAY)	SAVOY PLAZA HOTEL SAVOY ROOM
	Press preview of the 1957 collection of Roxanne swimsuits. Showing at 4:00 P.M. By invitation. Publicity: Marion Cherry, MU. 2-7025.		
Friday Sept. 28 11:30 A.M.	PRESS PREVIEW OF FALL FURS	BERGDORF GOODMAN	2ND FLOOR
	Bergdorf Goodman will preview their Fall and Winter furs to the press. By invitation only. Publicity: Florence Neff, PL. 3-7300.		
Friday Sept. 28 12:00 Noon Luncheon	PREVIEW OF RESORT AND EARLY SPRING DRESSES	NELLY de GRAB (533 SEVENTH AVE.)	HOTEL PLAZA TERRACE ROOM
	Nelly de Grab will preview her dresses, coordinates and sportswear. By invitation only. Publicity: Sidney Dee Bloeme, JU. 6-4490.		
Sept. 30-Oct. 4	MIAMI FASHION COUNCIL'S CRUISE AND RESORT WEAR SHOWING AT DiLIDO HOTEL, MIAMI BEACH, FLA. Contact: Grace McElligott, 141 N.E. 3rd Ave., Miami.		

RESORT-SPRING COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.

MONDAY, OCT. 1		
Zoltan Rosenberg Co.	2:30 P.M.	550 7th, LA. 4-6691
TUESDAY, OCT. 2		
Kane-Weill.	10:30 A.M.	498 7th, LO. 5-3041
Sport-Craft, Inc.	2:30 P.M.	550 7th, LA. 4-9724
WEDNESDAY, OCT. 3		
Davidow.	By appointment.	550 7th, PE. 6-6909
David M. Goodstein, Inc.	10:30 A.M.	498 7th, LA. 4-2577

Contact individual manufacturers.

Monday Oct. 1 2:30 P.M.	OPENING: RESORT & SPRING COLLECTION	ROBERT BART (COS COB, INC.)	1370 BROADWAY SHOWROOM - 8TH FLOOR
	Country and suburban fashions. Thereafter continuous. Contact: LO. 4-6754.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Oct. 1 2:30 P.M.	OPENING OF RESORT & SPRING COLLECTION Designed by Vera Stewart. Daily at 2:30 P.M. Contact: LA. 4-6691.	ZOLTAN ROSENBERG	550 SEVENTH AVENUE SHOWROOM - 22ND FL.
Monday Oct. 1 2:30 P.M.	OPENING: RESORT DRESS COLLECTION Showing daily at 2:30 P.M. Publicity: Terry Mayer, BR. 9-6560.	HAYETTE	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Monday Oct. 1 3:30 P.M.	SPRING COLLECTION BY LUIS ESTEVEZ Preview of the Resort and Spring collection, designed by Luis Estevez. Cocktails after the show. By invitation only. (Note Change of Date.) Publicity: Mildred Kaldor, TE. 8-1520.	GRENELLE-ESTEVEZ, LTD. (550 SEVENTH AVE.)	HOTEL AMBASSADOR DIPLOMAT SUITE
Monday Oct. 1 4:00 P.M. Cocktails	WOMEN'S AND CHILDREN'S RESORT & SPRING CLOTHES Preview for press and buying offices. Showing at 4:30 P.M. By invitation. Publicity: Barbara McGinnis at White Stag, BR. 9-1975.	WHITE STAG (1407 BROADWAY)	HOTEL PLAZA TERRACE ROOM
Tuesday Oct. 2 10:30 A.M.	OPENING: RESORT AND SPRING COLLECTION Daily showings thereafter at 10:30 A.M. Contact: Eleanor Rose, LO. 5-3041.	KANE-WEILL	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday Oct. 2 12:00 Noon	OPENING: RESORT AND EARLY SPRING COLLECTION Daily showings at 12:00 Noon. Contact: WI. 7-0152.	ALISON	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday Oct. 2 12:00 Noon	RESORT & EARLY SPRING BY DOROTHY COX Daily showings at 12:00 Noon of Dorothy Cox collection. Contact: CH.4-2050.	TANNER OF NORTH CAROLINA	HOTEL YORK 488 7TH AVE. - RM.609
Tuesday Oct. 2 12:30 P.M. Luncheon	SOPHIE ORIGINALS AT LUNCHEON SHOW Saks will present Sophie Originals for Fall and Winter during luncheon. Press by invitation. Public by reservation; contact: Banquet Dept., PL. 5-1000. Saks Publicity: Grace de Mun, PL. 3-4000. Produced by Mary Alice Rice. CI. 6-1790.	SAKS FIFTH AVENUE	HOTEL AMBASSADOR BALLROOM
Tuesday October 2 12:30 P.M. Luncheon	LUNCHEON SHOWING OF FALL FASHIONS Luncheon presentation of Rembrandt fashions available at Bonwit Teller. Press by invitation. Public by reservation; contact: Headwaiter, EL.5-3000. Rembrandt publicity: Pauline Greene at Charles J. Charney & Co., PL.7-0955. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	REMBRANDT FROCKS (498 SEVENTH AVENUE)	WALDORF-ASTORIA EMPIRE ROOM
Tuesday Oct. 2 2:30 P.M.	PRESS PREVIEW: RESORT & SPRING COLLECTION By invitation. Trade showings thereafter at 2:30 P.M. Contact: LO. 4-2155.	CLAIRE McCARDELL (TOWNLEY FROCKS)	550 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Wednesday Oct. 3 12:00 Noon Luncheon	SPRING & SUMMER FABRICS LUNCHEON Co-Chairmen: Frances Clarke (commentator) and Janet Livingstone. Prices: $5.75 (members); $6.75 (guests). Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL SHERATON-ASTOR BALLROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Oct. 3 12:30 P.M. Luncheon	FALL DRESSES AT LUNCHEON SHOW	ABE SCHRADER CORP. (530 SEVENTH AVENUE)	WALDORF-ASTORIA EMPIRE ROOM
	Abe Schrader will present Fall dresses during luncheon, available at Milgrim. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Publicity: Abe Schrader--Betty Yarmon. LO. 4-9194; Milgrim--Gladys Steiner, PL. 1-2820. Waldorf Fashion: Madeleine Riordan, EL. 5-3000.		
Wednesday Oct. 3 12:30 P.M. Luncheon	FALL FASHIONS AT BENEFIT LUNCHEON	GUNTHER JAECKEL	WALDORF-ASTORIA STARLIGHT ROOF
	Luncheon show, including fashions by Irene of California and fur imports, for benefit of Multiple Sclerosis Society. Press by invitation. Tickets: $10.00. Contact: Mrs. Hamilton White, 40 East 48th St., PL. 9-4750. Gunther Jaeckel Publicity: Carol Paley, PL. 5-7000.		
Wednesday Oct. 3 2:30 P.M.	PRESS PREVIEW: BRIGANCE RESORT-SPRING COLLECTION	SPORTSMAKER, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Preview in new showroom (550 Seventh Ave.) of Brigance's Resort and Spring dresses, beachwear and playclothes. By invitation only. Trade showings at 2:30 P.M., beginning Oct. 4. Contact: LO. 3-1534.		
Wednesday Oct. 3 4:00 P.M. Cocktails	PREVIEW: RESORT SPORTSWEAR COLLECTION	PLATTRY COUNTRY WEAR (498 SEVENTH AVENUE)	HOTEL AMBASSADOR TRIANON ROOM
	Preview of Resort sportswear and beachwear designed by Greta Plattry. By invitation. Daily thereafter at 9:30 A.M. Publ: Margaret Hodge, PL. 5-7630.		
Thursday Oct. 4 9:00 A.M. Breakfast	PREVIEW: 1957 COLE & DIOR SWIM FASHIONS	COLE OF CALIFORNIA (2615 FRUITLAND, L.A.)	HOTEL PLAZA BALLROOM
	Preview of Cole's 1957 collection of misses and junior beachwear; also the swimsuit collection designed by Christian Dior exclusively for Cole. Showing at 9:30 A.M. By invitation. N.Y. contact: 1407 B'way, Room 2703, BR. 9-6377. Publ: Margot Mallary, Cole of Calif., 2615 Fruitland, L.A.		
Thursday Oct. 4 10:30 A.M.	OPENING OF RESORT COLLECTION	TINA LESER, INC.	550 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
	Tina Leser will present her Resort collection, including a new line of bathing suits, at 10:30 and 2:30 daily. Contact: Miss Nina, LO. 5-7514.		
Thursday Oct. 4 2:30 P.M.	OPENING: RESORT AND SPRING DRESS COLLECTION	CLARE POTTER, INC.	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
	Clare Potter's dresses for Resort and Spring at 2:30 P.M. on Oct. 4 and 5; also Oct. 8 thru 12. By invitation. Contact: Lorraine Kehoe, PE. 6-4167.		
Thursday Oct. 4 4:00 P.M.-7:00 P.M. Cocktails	PREVIEW: RESORT-SPRING SHIRTS AND BLOUSES	LADY HATHAWAY (112 E. 40TH ST.)	SAVOY PLAZA HOTEL LE CHATEAU - 11TH FL.
	"Digby Morton's English Garden"--preview of Lady Hathaway's Resort-Spring '57 shirts and blouses. Continuous showings thereafter in showroom. By invitation. Publicity: Janet Laib, OX. 7-5566.		
Friday Oct. 5 11:00 A.M.	PRESS PREVIEW OF RESORT-SPRING COLLECTION	B. H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Trade showings Oct. 9, 10, 11, 15 and 17 at 10:30 A.M. By reservation. Contact: Marian Mitchell, WI. 7-4968.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Oct. 9 11:15 A.M. Luncheon	PREVIEW OF LOTTE'S RESORT COLLECTION	GAUDIOSI BROS., INC.	498 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
	Gaudiosi will preview Lotte's new Resort and Spring collection. By invitation. Daily thereafter at 11:15 A.M. Contact: LO. 4-9480. Publicity: Sidney Dee Bloeme, 35 W. 53rd St., JU. 6-4490.		
Tuesday Oct. 9 8:30 P.M.	ANNUAL COTY AMERICAN FASHION CRITICS' AWARD	COTY, INC.	METROPOLITAN MUSEUM GRACE R. ROGERS AUD.
	Formal presentation of the annual Coty American Fashion Critics' Award to fashion designers designated by a jury of seventy fashion editors. Ceremony and fashion show. By invitation only. Publ: Eleanor Lambert, MU.8-2130.		
Wednesday Oct. 10 3:30 P.M. Cocktails	PREVIEW OF RESORT & SUMMER SWIMSUITS	ROSE MARIE REID (1407 BROADWAY)	HOTEL PIERRE GRAND BALLROOM
	Rose Marie Reid previews her Resort and Summer swimsuit collection for misses and juniors. Show followed by cocktails. By invitation only to press and buyers. Publicity: Jan Lovett, PE. 6-6275.		

SPRING OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUIID OF AMERICA (FOGA)

Beginning Monday Oct. 15	LARRY ALDRICH CO., INC.	530 7th Ave. (12 Fl.)	CH. 4-1872
	BEN BARRACK, INC.	498 7th Ave. (7 Fl.)	LO. 4-3923
	HARVEY BERIN LTD.	530 7th Ave. (7 Fl.)	PE. 6-0206
	BRANELL.	530 7th Ave. (27 Fl.)	PE. 6-6983
	OLEG CASSINI, INC.	498 7th Ave. (11 Fl.)	LO. 5-6453
	WILLIAM FOX, INC.	530 7th Ave. (21 Fl.)	OX. 5-4070
	ED GERRICK, INC.	550 7th Ave. (7 Fl.)	LO. 4-1820
	A. GOODMAN & CO., INC.	530 7th Ave. (17 Fl.)	WI. 7-4077
	GRABOIS.	498 7th Ave. (5 Fl.)	CH. 4-2767
	HARMAY	498 7th Ave. (22 Fl.)	PE. 6-5547
	JACK HORWITZ ASSOCIATES	498 7th Ave. (9 Fl.)	LO. 4-1860
	JOBERE, INC.	530 7th Ave. (20 Fl.)	PE. 6-1938
	JUNIOR SOPHISTICATES	498 7th Ave. (4 Fl.)	LO. 4-0462
	NAT KAPLAN, INC.	498 7th Ave. (21 Fl.)	LO. 5-4115
	DAVID LEVINE CO.	530 7th Ave. (21 Fl.)	LA. 4-0237
	ROSALIE MACRINI, INC.	550 7th Ave. (11 Fl.)	CH. 4-2655
	PAUL PARNES CORP.	498 7th Ave. (10 Fl.)	CH. 4-4600
	BEN REIG, INC.	498 7th Ave. (23 Fl.)	CH. 4-1542
	RUDOLF GOWNS	530 7th Ave. (12 Fl.)	WI. 7-6865
	MARTIN SIMON, INC.	498 7th Ave. (7 Fl.)	LA. 4-2877
	HERBERT SONDHEIM, INC.	530 7th Ave. (20 Fl.)	LA. 4-7540
	FRANK STARR, INC.	530 7th Ave. (19 Fl.)	LA. 4-7690
	SUZANNE-AUGUSTINE, INC.	1 W. 47 St. (7 Fl.)	PL. 7-3465
	HANNAH TROY, INC.	530 7th Ave. (2 Fl.)	LO. 3-0988
	SAMUEL WINSTON, INC.	530 7th Ave. (11 Fl.)	CH. 4-2617

Saturday Oct. 27- Nov. 4	FIRST INTERNATIONAL FASHION EXPOSITION	FASHION-O-RAMA (353 W. 57TH ST.)	NEW YORK COLISEUM COLUMBUS CIRCLE
	"The American Family Fashion Story"--fashions for men, women and children; fabrics and allied interests. Admission: $1.00. Proceeds for benefit of Scholarship Fund of Fashion Institute of Technology. Hours: 11 - 11; Sunday 1 - 9. Fashion Director: Eleanor Lambert. Exposition contact: JU. 6-6820. Public Relations: A. A. Schechter, 580 Fifth Ave., JU.6-2420.		